

**City of Greensboro Planning Department  
Generalized Future Land Use Map Plan Amendment  
January 19, 2005 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed Future Land Use Map Amendments. In considering amendments to the Comprehensive Plan, the City shall be guided by factors that include, but are not limited to: the need for the proposed change; the effect of the proposed change on the need for city services and facilities; the implications, if any, that the amendment may have for other parts of the plan; and unforeseen circumstances or the emergence of new information (e.g. significant economic opportunity in Tier 2 or 3). Plan Amendments are heard by the Planning Board, and recommended to the City Council for final action.*

**Case Number:** CP-04-09

**Request:** To amend the Generalized Future Land Use map (Figure 4-2) of the Greensboro Connections 2025 Comprehensive Plan for properties in the vicinity of the south side of West Friendly Avenue between Dolley Madison Road and Muirs Chapel Road. The amendments are broken down into the following four areas: Area A is proposed to be amended from the Low Residential Land Use Classification to the Mixed Use Commercial Land Use Classification; Area B is proposed to be amended from the Low Residential Land Use Classification to the High Residential Land Use Classification; Area C is proposed to be amended from the High Residential and Mixed Use Commercial Land Use Classifications to the Low Residential Land Use Classification; and Area D is proposed to be amended from the Low Residential Land Use Classification to the High Residential Land Use Classification.

**Location:** West Friendly/Dolley Madison/Muirs Chapel Road

**Size:** Area A: 12.06 acres  
Area B: 31.12 acres  
Area C: 3.0 Acres  
Area D: 13.85 acres

**Existing Land Use:** Area A: Offices, restaurants, gas station  
Area B: Apartments  
Area C: Single-family  
Area D: Apartments

## CONNECTIONS 2025 LAND USE CLASSIFICATIONS

### **Low Residential (3 to 5 dwelling units per gross acre)**

This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

### **High Residential (over 12 dwelling units per gross acre)**

This category provides for high-density apartment dwellings, condominiums, life care, and similar housing types. Creating opportunities for this type of housing will become increasingly important to respond to demographic shifts and demand for affordable housing, and it is ideally suited near major activity and employment centers and in areas suitable for future transit service.

### **Mixed Use Commercial**

This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by "strip" commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner.

### **Activity Centers**

Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

*The following policies are applicable in this case:*

### **REINVESTMENT/INFILL**

Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods

## POLICIES

4C. Promote **new patterns and intensities of use** to increase economic competitiveness and **enhance quality of life** in urban areas

4C.1 Establish standards for and actively promote new forms of **compact development** to include Transit-Oriented Development, as well as TND, Pedestrian Scale Development, and **Mixed-Use**.

## ECONOMIC DEVELOPMENT

Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro

## POLICY

7C. Ensure that city land use policies and regulations allow for an adequate supply of land to accommodate economic development

## STAFF ANALYSIS

**Need for the Proposed Change:** Upon taking a closer look at the land use classifications within Activity Centers, staff felt that the Low Residential land use classification did not fit the definition and intended purpose of an Activity Center. Staff is recommending increasing the density and intensity of the land use classifications in Areas A, B, and D. Staff is recommending changing Area C which contains seven single-family detached dwellings from the High Residential and Mixed Use Commercial to Low Residential to recognize the existing, stable single-family neighborhood along Leawood Drive.

**Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service, traffic counts, planned road improvements, transit, accidents statistics, and environmental constraints such as; location within a Water Supply Watershed, floodplain, streams):**

### Environmental

Within Area B, there is an area of approximately 4 acres at the end of Arrowhead Drive that has been dedicated to the City as permanent open space.

Also within Area B, there are some streams and ponds that will need to be protected if the land use within this area should expand or intensify. Floodplain does encroach into Area B up to the eastern pond.

Stormwater flows into South Buffalo Creek and the area is not in a water-supply watershed. A very small portion of Area A near the Dolley Madison Road and Friendly

Avenue intersection may flow into Horsepen Creek. This would make this small portion water-supply watershed.

All stormwater pipes and channels that carry public runoff require a properly sized drainage easement.

Two ponds along the main channel and the main channel itself require a buffer. It is a 50' buffer on each side measured from top of bank, top of steep slope, or edge of contiguous wetlands (whichever produces a greater buffer). The first 15' of the buffer is undisturbed and the next 35' can have no occupied structures and a maximum of 50% BUA.

Some sites may potentially have wetlands. If any disturbance to wetlands is proposed and/or any stream crossing is proposed permits will have to be obtained from the state and Corps of Engineers prior to construction.

**Implications, if any, the Amendment may have for Other Parts of the Plan:** In the process of reviewing this case staff field surveyed the area to establish the boundaries of the map amendment. The area to the north is within the Activity Center and designated as Institutional to recognize the Guilford College campus. The area to the east on Friendly Avenue appears to lessen in intensity and it is outside of the existing Activity Center. The area to the south transitions into a lower density single-family pattern and it lies outside of the Activity Center. The area to the west is higher in intensity with commercial uses and is near the center of the designated Activity Center. It is thought that with the presence of the College campus, as well as surrounding neighborhoods, that this area will always be characterized as a hub of mixed use activity.

**Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3):** Absent of new information, this area was likely an oversight and should have been designated with higher intensity land use classifications at the time of adoption.

## STAFF RECOMMENDATION

Based on the information provided in this report, staff supports these changes due to factors such as:

### Areas A, B, D

- location within a designated Activity Center;
- provision of services and employment opportunities to the surrounding neighborhoods;
- opens up more opportunities for reinvestment;
- presence Guilford College campus; and
- adjacent to major roads.

Area C

- protection of an existing stable single-family neighborhood.

The Planning Department recommends approval of changing the land use classification for Area A-D as Follows: Area A from the Low Residential Land Use Classification to the Mixed Use Commercial Land Use Classification; Area B from the Low Residential Land Use Classification to the High Residential Land Use Classification; Area C from the High Residential and Mixed Use Commercial Land Use Classifications to the Low Residential Land Use Classification; and Area D from the Low Residential Land Use Classification to the High Residential Land Use Classification.